



Clay Community Health Happenings

Nancy J. Mills, Administrator

September 2011

904-529-2800

Clay County Health Department News

RABIES INFORMATION

Clay County Health Department (CCHD) and Clay County Animal Care and Control have partnered to present information on rabies, animal bites and other animal diseases. The presentation is scheduled for Saturday October 15, 2011 9:00am – Noon at the Clay County Agricultural Center, Green Cove Springs. Guest speaker is Dr. Danielle Stanek, DVM, Zoonotic & Vector-borne Epidemiologist FL Department of Health. This is open to all animal control workers, veterinarians and staff, and interested medical/nursing professionals. For more information contact Ms. Gail Flakes, Clay County Animal Care and Control, 904-26-6342 or Connie Wolfe, Clay County Health Department, 904-529-2852.

CANDY FLAVORED TOBACCO RESOLUTION

Members of Tobacco Free Clay and students from Clay County SWAT (Students Working Against Tobacco) urge local elected

officials to support a resolution to protect Clay County youth from candy and fruit flavored tobacco products.

Candy and fruit flavored tobacco products—cigars, cigarillos and chewing tobacco—act as “starter” products for young people beginning a life endangering addiction to nicotine. These products, with flavors such as peach, strawberry and grape, are not widely known to adult tobacco users. In fact, a study conducted by the Roswell Park Cancer Center in 2004, found that teens are more than twice as likely to recall seeing any flavored tobacco products.

“Tobacco Free Clay is concerned about youth use of candy and fruit flavored tobacco products. Most of these products are sold in gas station convenience stores where a majority of parents now “pay-at-the-pump” and more youth are entering these stores perhaps becoming victim to the brightly colored packaging of these products,” says Tobacco

Free Clay member and former Clay County SWAT president David Steinberg.

Clay County SWAT youth and Tobacco Free Clay members are working to educate local elected officials on the tobacco industry’s “Sweet Deception” and asking local municipalities to adopt a resolution to support restricting youth access and exposure to these products. In 2010, the Green Cove Springs City Council was the first Clay County based governing body to support the resolution. For more information, visit www.TobaccoFreeClay.com.

“ENJOY CONTAGION, DON’T SPREAD IT!”

This was the theme at the Fleming Island Carmike movie theatre on Saturday, September 10, 2011. The Clay County Health Department and Clay County Chamber of Commerce partnered with the theatre to emphasize healthy habits, flu prevention and family preparedness during the



Clay County Health Department
PO Box 578
Green Cove Springs, FL 32043-0578



opening weekend of the blockbuster movie *Contagion*. The plot of the movie evolves as a never before seen virus spreads across the world killing millions. "While the story is fictional, the possibility of a pandemic happening during our lifetime is very real. It is important for our citizens to have a family emergency plan and a stockpile of supplies ready for any type of emergency," remarked Leigh Wilsey, Preparedness Coordinator for the Health Department.

At the theatre, staff members answered questions on many health topics and gave out over 500 hand sanitizers, 150 guides to care for those with the flu, 100 CDs with information on planning for all types of emergencies and dozens of other brochures on various health and preparedness topics.

Moviegoers were encouraged to wash their hands often, cover their coughs and sneezes, get a yearly flu shot and stay home when sick. As flu season begins, the Health Department reminds everyone to follow these simple healthy habits so they can go to the theatre

and "Enjoy Contagion, Don't Spread It!"



Clay Health Department Staff promote healthy habits to moviegoers.

Back to Sleep Tummy to Play Every Time Every Day

Healthy Start is spreading the news! Babies sleep safest on their backs in their own cribs! September is Infant Mortality Awareness Month and October is Sudden Infant Death Syndrome Awareness Month.

Clay County Healthy Start has developed a multimedia blitz that includes a three part series of full page ads for Clay Today, two billboards on Blanding and I-295 and a 15 second public service announcement that runs on every screen before every movie in September at the Orange Park AMC 24 Theater.

Sudden Infant Death Syndrome is when an infant dies suddenly and unexpectedly while sleeping. The highest incidence occurs between two and four months of age while 90% of all SIDS deaths occur between one and six months. Most of these deaths are preventable with safe sleep practices for the entire first year of the baby's life.

The safest position for a baby to sleep is on his back. The safest place for a baby to sleep is in his own crib without any extra pillows, blankets, bumper pads or toys. The safest environment is a smoke free home. This information is important for parents and all caregivers like grandparents, day cares and sitters. The time for tummies is when baby is awake. Just a few minutes two to three times a day to start will help babies grow strong.

Watch for billboards, head to the theater and pick up the Clay Today each week this month for more information. Our goal is to get the safe sleep message out to every individual who may care for an infant at anytime in their lives.